

Total Lobbying Effort

Total Lobbying Expenditures

2009 January - June	2009 July - December	2010 January - June	2010 July - December	Total
\$1,250.00	\$1,350.00	\$1,550.00	\$1,350.00	\$5,500.00

Total Hours Communicating

2009 January - June	2009 July - December	2010 January - June	2010 July - December	Total
3.00	13.00	15.00	14.00	45.00

Total Hours Other

2009 January - June	2009 July - December	2010 January - June	2010 July - December	Total
10.00	20.00	29.00	27.00	86.00

Hours Lobbied on Each Matter

Lobbying Effort On Legislative Bills And Resolutions

Senate Bill 173

Relating to: the removal of nonconforming outdoor advertising signs.

2009 January - June	2009 July - December	2010 January - June	2010 July - December	Total
10.00 (80%)	10.00 (30%)	9.00 (20%)	10.00 (25%)	39.00 (30%)

Assembly Bill 138

Relating to: the appointment and term of service of the secretary of natural resources and vacancies on the Natural Resources Board.

2009 January - June	2009 July - December	2010 January - June	2010 July - December	Total
	2.00 (5%)	2.00 (5%)		4.00 (3%)

Assembly Bill 215

Relating to: determining the value of billboards for personal property tax purposes.

2009 January - June	2009 July - December	2010 January - June	2010 July - December	Total
	3.00 (10%)	11.00 (25%)	8.00 (20%)	22.00 (17%)

Assembly Bill 242

Relating to: the removal of nonconforming outdoor advertising signs.

2009 January - June	2009 July - December	2010 January - June	2010 July - December	Total
	10.00 (30%)	15.00 (35%)	8.00 (20%)	33.00 (25%)

Lobbying Effort On Topics Not Yet Assigned A Bill Or Rule Number

regarding non-conforming signs visible from highways, vegetation in front of signs visible from the highways, management of "directional signs"

2009 January - June	2009 July - December	2010 January - June	2010 July - December	Total
0.65 (5%)			2.05 (5%)	2.70 (2%)

Limiting construction of billboards visible from highways in Wisconsin

2009 January - June	2009 July - December	2010 January - June	2010 July - December	Total
0.65 (5%)			2.05 (5%)	2.70 (2%)

Limits on erecting new billboards visible from state highways

2009 January - June	2009 July - December	2010 January - June	2010 July - December	Total
0.65 (5%)		2.20 (5%)	2.05 (5%)	4.90 (4%)

All possible rules or policy changes affecting what is termed Scenic Byways by the WDOT

2009 January - June	2009 July - December	2010 January - June	2010 July - December	Total
	3.30 (10%)	0.88 (2%)	2.05 (5%)	6.23 (5%)

Audit policies and reporting of the State of Wisconsin relating to lease agreements or purchase agreements for billboards.

2009 January - June	2009 July - December	2010 January - June	2010 July - December	Total
	4.95 (15%)	2.20 (5%)	4.10 (10%)	11.25 (9%)

Minor Efforts

(Time spent on matters each of which accounted for less than 10% of the organization's lobbying)

2009 January - June	2009 July - December	2010 January - June	2010 July - December	Total
		1 (3%)	2 (5%)	3.37 (2.57%)

Other Matters

Includes time spent on:

- Gubernatorial nominations
- Matters on which the organization made no lobbying communication

2009 January - June	2009 July - December	2010 January - June	2010 July - December	Total
0.65 (5%)				0.65 (0.50%)